

ADVERTISING RATE CARD-DELHI/CHENNAI/ MUMBAI/KOLKATA (Rs per cc)				
POSITION	ONE EDITION		COMBINED ANY TWO	
	COLOR	B/W	COLOR	B/W
Front Page	700	-	1,200	-
Back Page	450	-	750	-
3rd Page	400	300	700	500
Value Page	350	250	600	450
Ear Page	5,000	-	8,000	-
Special Page	25% Extra		25% Extra	
Classified*	35,000	25,000	65,000	45,000
POSITION	COMBINED ANY THREE		COMBINED ALL FOUR	
	COLOR	B/W	COLOR	B/W
Front Page	1,600	-	1,900	-
Back Page	1,000	-	1,200	-
3rd Page	950	650	1,100	800
Value Page	800	600	950	750
Ear Page	10,000	-	11,000	-
Special Page	25% Extra		25% Extra	
Classified*	90,000	65,000	1,10,000	75,000

*for 52 issues or one year

NATIONAL SUPPLEMENTS

POSITION	FRONT PAGE	BACK PAGE	PAGE 3	VALUE PAGE RIGHT	VALUE PAGE LEFT
Rate	1200	900	700	500	400

MECHANICAL DETAILS

COLUMNS	1	2	3	4	5	6	7	8
With (cms)	3.7	7.8	11.9	16.0	20.1	24.2	28.2	32.4



AD TYPE	COLOR
Full Page	80,000
AD Page 100cc	55,000
Half Page Vertical	45,000
Half Page Horizontal	42,000
Centre Spread	2,00,000
Double Spread	1,50,000
Back Cover	1,60,000
IFC/IBC	1,10,000
Classified Advertisement* (Left Page)	250 per cc*

*1st 3# RHS Page 10% Extra

100cc (cm)	Trim Size (cm)	Horizontal	Vertical
25x18.8	27.4x38.8	17.4x23.5	34.6x11.5

Mechanical Details

Full Page (cm)	
Non Bleed	Bleed
36x24	40x29
Text Size : 36x25	
Double Spread (cm)	
Non Bleed	Bleed
45x34	56x40
Text Size : 52x36	
Half Page (cm)	

SPECIFICATION	NEW RATE	MAGAZINE & SIZE (Width X Height)
Full Page	105000	Trim (Cut) Size 19.6 x 27.3 cm
IFC/IBC	144000	FP Non Bleed 17.5 x 23.5 cm
Back Cover	180000	FP Bleed 20 x 27.9 cm
Half Page Vertical	60000	DS Non Bleed 37 x 23.5 cm
Half Page Horizontal	60000	DS Bleed 39.6 x 27.7 cm
Centre Spread	300000	Half Page DS-Non Bleed 11.5 X 37 cm
Quarter Page	37000	Half Page-Horizontal 11.5 X 17.5 cm
Strip Ad	37000	Half Page-Vertical 23.5 X 8.5 cm
BUSINESS PAGES		
Full Page	55000	Quarter Page 11.5 X 8.5 cm
CLASSIFIED		
Per Box	5000	Strip(Horizontal) 17.5 X 5 cm
		Classified (Per Box) 8 X 4.5 cm

Important

- * For bleed advertisements, allow 5 mm extra on each side of advertisement trim size.
- * 1 cm gutter margin is required for bleed double spread
- * Cut marks to be as per trim size
- * Ensure that live matter should be well within 5 mm from cut marks

Material Requirements:

* High resolution (300 dpi) PDF file in process color (CMYK).The black color text should be in single color black and not in four color black.



REACH your
TARGET

RATE CARD
2008-09

ADVERTISING RATE 2008-09

(Effective from April 2008)



	COLOR		B/W		COLOR		B/W		COLOR		B/W	
PLATINUM (First 40 pages of the magazine)	Full Page	233000	175000	200000	149000	125000	*	143000	107000			
	Double Spread	464000	348000	398000	299000	250000	*	283000	213000			
	Half page	179000	148000	154000	127000	76000	*	101000	75000			
	Strip	102000	85000	88000	73000	45000	*	57000	43000			
	Quarter Page	102000	85000	88000	73000	45000	*	57000	43000			
	Inside Back Cover	399000	*	342000	*	215000	*	256000	*			
	Inside Front Cover	399000	*	342000	*	215000	*	256000	*			
	Back Cover	494000	*	420000	*	265000	*	315000	*			
	1st page (pg. facing IFC)	279000	*	239000	*	150000	*	169000	*			
	First Double Spread	494000	*	420000	*	265000	*	315000	*			
	Page opp. Editor	279000	*	239000	*	150000	*	169000	*			
	Half Double Spread	233000	175000	200000	149000	125000	*	143000	107000			
	PREMIUM (Middle pages)	Full Page	156000	116000	131000	98000	*	*	124000	93000		
Double Spread		311000	233000	262000	197000	*	*	246000	185000			
Half Page		109000	82000	92000	69000	*	*	88000	66000			
Strip		62000	46000	52000	39000	*	*	49000	37000			
Quarter Page		62000	46000	52000	39000	*	*	49000	37000			
Half Double Spread		156000	116000	131000	98000	*	*	124000	93000			
Island		62000	46000	52000	39000	*	*	*	*			
VALUE (Last 15 pages)	Business Pages		Shoppers Pages		Shoppers Pages		Business Pages					
	FPC (23.5cm x 17.5cm)	70000	*	70000	*	*	*	62000	*			
	Single Box (5.5cm x 5.5cm)	8000	*	8000	*	*	*	7000	*			
	Quarter Page	28000	*	28000	*	*	*	25000	*			
	Half Page	50000	*	50000	*	*	*	43000	*			
Strip (5.5 x 17.5 cms)	28000	*	28000	*	*	*	25000	*				
APPOINTMENTS (Before Value pages)	Full Page	143000	107000	121000	89000	*	*	86000	65000			
	Double Spread	286000	215000	241000	181000	*	*	172000	129000			
	Half Page	100000	75000	85000	64000	*	*	60000	45000			

Mechanical Specifications

Full Page	
Non-bleed (DQ & PCQuest)	23.5 cm x 17.5 cm
Non-bleed (Living Digital)	25 cm x 18 cm Bleed
Bleed (DQ & PCQuest)	26.6 cm x 19.6 cm (Trim Size)
Bleed (Voice&Data)	27.3 cm x 19.6 cm (Trim Size)
Bleed (Living Digital)	27.9 cm x 20.3 cm (Trim Size)
Double Spread	
Non-bleed (DQ & PCQuest)	23.5 cm x 37 cm
Non-bleed (Living Digital)	25 cm x 38 cm
Bleed (DQ & PCQuest)	26.6 cm x 39.2 cm (Trim Size)
Bleed (Voice&Data)	27.3 cm x 39.2 cm (Trim Size)
Bleed (Living Digital)	27.9 cm x 40.6 cm (Trim Size)
Half Page Double Spread	
Non-bleed	11.5 cm x 37 cm
Half Page Horizontal	
	11.5 cm x 17.5 cm
Half Page Vertical	
	23.5 cm x 8.5 cm
Quarter Page	
	11.5 cm x 8.5 cm

PCQUEST	Material Deadline
Monthly	18th of previous month
LIVING DIGITAL	Material Deadline
Monthly	21th of previous month
VOICE&DATA	Material Deadline
Monthly	19th of previous month

DATAQUEST	Material Deadline
Fortnightly	First Issue: 26th of previous month
	Second Issue: 11th of same month

Important

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- Ensure that live matter should be well within 5 mm from cut marks
- 1cm gutter margin is required for bleed double spread
- Cut marks to be as per trim size

Material requirements

- High resolution (300 dpi) PDF file in process color (CMYK).
- The black color text should be in single color black and not in four color black.
- Value & Appointment ads should be in in non-bleed size only